CHRONICLE SURVEY

Applications for 1983 Freshman Class Reported Down 0.2 Pct. from Last Year

A majority of private colleges and universities had received more freshman applications by March 31 of this year than by the same date a year ago, according to a new Chronicle survey. At a majority of public institutions, however, the number of applications was down.

The survey found that 52.4 per cent of private colleges and universities had more applications for next fall's freshman class, while 53.9 per cent of public institutions had fewer applications.

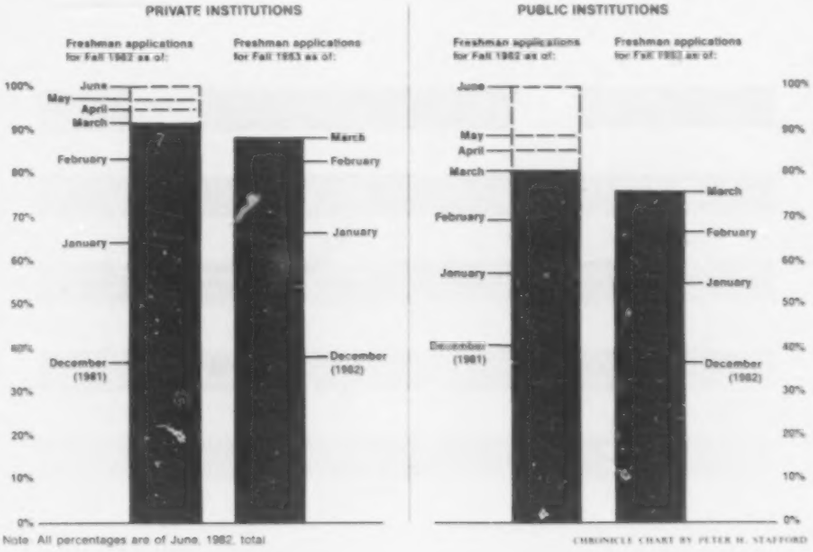
Slightly more than half of all institutions, public and private, had received more applications than they had a year ago.

The total number of applications was down 0.2 per cent.

The survey found that a majority of all institutions with between 500 and 1,000 students had received more freshman applications this year. Some 61.8 per cent of private institutions and 58.3 per cent of public institutions reported increases. For the private institutions, the increase was 8.3 per cent.

Applications were down at both public and private research universities.

The survey was conducted for *The Chronicle* by John Minter Associates, a higher-education research organization in Boulder, Colo.



Note: All percentages are of June, 1982, total

CHRONICLE CHART BY PETER H. STAFFORD

Changes in Number of Freshman Applicants

March 31, 1983, compared with March 31, 1982

	Per cent change in average (a)	Per cent reporting increase	Per cent reporting decrease	Per cent change: Low (b)	Median (c)	High (d)
Private colleges and universities						
Research and Ph.D.-granting	– 3.9%	26.1%	73.9%	– 10.6%	– 6.2%	+ 1.2%
Comprehensive	– 3.2%	42.7%	57.3%	– 10.0%	– 3.0%	+ 2.3%
Liberal arts	+ 1.0%	56.9%	43.1%	– 7.6%	+ 3.4%	16.6%
Regions						
Northeast and Mid-Atlantic	– 4.1%	38.6%	61.4%	– 9.8%	– 3.7%	+ 3.0%
Great Lakes and Plains	– 2.5%	52.4%	47.6%	– 8.4%	+ 0.8%	+ 14.8%
Southeast	+ 2.6%	60.0%	40.0%	– 5.0%	+ 1.7%	+ 13.5%
West and Southwest	+ 1.6%	52.8%	47.2%	– 9.3%	+ 0.7%	+ 9.1%
Enrollment						
500 – 999	+ 8.3%	61.8%	38.2%	– 7.9%	+ 6.9%	+ 26.9%
1,000 – 2,499	– 1.5%	47.9%	52.1%	– 8.8%	– 1.2%	+ 9.6%
2,500 – 4,999	– 3.0%	47.2%	52.8%	– 10.3%	– 3.2%	+ 2.5%
5,000 – 9,999	– 5.8%	39.1%	60.9%	– 11.6%	– 6.2%	+ 3.1%
10,000 and over	– 0.7%	33.3%	66.7%	– 7.5%	– 3.0%	+ 0.3%
All private institutions	**0.0%**	**52.4%**	**47.6%**	**– 8.8%**	**– 0.5%**	**+ 9.6%**
Public colleges and universities						
Research and Ph.D.-granting	– 1.3%	40.9%	59.1%	– 7.6%	– 3.0%	+ 4.0%
Comprehensive	– 0.3%	47.2%	51.4%	– 8.0%	– 0.8%	+ 9.3%
Regions						
Northeast and Mid-Atlantic	+ 0.5%	50.0%	50.0%	– 5.6%	– 0.8%	+ 7.3%
Great Lakes and Plains	– 2.6%	38.0%	60.0%	– 6.1%	– 3.0%	+ 2.5%
Southeast	+ 0.4%	50.0%	50.0%	– 8.9%	– 0.1%	+ 9.2%
West and Southwest	– 3.0%	40.0%	60.0%	– 12.8%	– 6.2%	+ 4.7%
Enrollment						
500 – 2,499	– 1.3%	58.3%	41.7%	– 12.2%	+ 3.0%	+ 10.0%
2,500 – 4,999	– 4.6%	33.3%	66.7%	– 12.0%	– 5.6%	+ 6.3%
5,000 – 9,999	– 2.7%	38.7%	61.3%	– 9.0%	– 4.2%	+ 6.4%
10,000 – 19,999	– 1.2%	41.5%	58.1%	– 5.8%	– 0.8%	+ 3.8%
20,000 and over	– 0.6%	48.8%	51.2%	– 6.7%	– 1.3%	+ 4.2%
All public institutions	**– 0.6%**	**45.7%**	**53.3%**	**– 7.7%**	**– 1.6%**	**+ 4.6%**
All institutions	**– 0.2%**	**50.1%**	**49.6%**	**– 8.1%**	**– 0.9%**	**+ 7.1%**

(a) Percentage change in mean number of applications by March 31, 1983, compared with the mean for a year earlier.
(b) The bottom one-fourth of the institutions reported changes smaller than the percentage shown.
(c) Half of the institutions reported changes greater than the percentage shown.
(d) The top one-fourth of the institutions reported changes greater than the percentage shown.
Note: Survey data are from a stratified random sample of 230 four-year colleges and universities, excluding those with enrollment under 500.

SOURCE: SURVEY FOR THE CHRONICLE BY JOHN MINTER ASSOCIATES

Competition Continued from Page 1

innovative public-private sharing of scarce resources, and of an economic recovery that will make the resources more plentiful. Indeed, one such official thinks "there is more cooperation than there has ever been."

But instances of renewed competitiveness abound:

► Bills introduced in the North Carolina legislature this month would increase general state aid to students in private institutions by more than 50 per cent—at a time, a public university's chancellor complains, when the state institutions are so short of money they can't pay their bills.

► A Connecticut compromise in a public-private turf battle allows a public university to offer a new graduate program in business but requires that students in the program take a fourth of their credits at a private institution.

► The University of Virginia, for the first time in its 164-year history, is engaged in a university-wide fund-raising campaign, seeking $90-million in three years.

► Northern Montana College has raised $350,000 in the first campaign by a public college in the state to finance a campus building with private funds.

► The University of California at Los Angeles—whose private fund-raising in 1981-82 was exceeded only by that of Harvard, Yale, and Stanford Universities—is studying the possibility of launching a five-year campaign with a goal of $150-million to $250-million.

Hard times, as the common enemy, have encouraged cooperation at the national level, says Jack W. Peltason, president of the American Council on Education, but in some states the competition has intensified.

"The battle over state funds is where you will more likely find this," he says. Usually, the general tone of the debate has been "kept within bounds," he adds, but competition can have "unintended consequences."

"We can lose public confidence," he says, "if we appear to be seeking only to protect our turf rather than serving the public interest."

May Generate More Money

John D. Phillips, president of the National Association of Independent Colleges and Universities, takes one of the most optimistic views of public-private competition.

"In raising the level of competition," he says, "we may also have succeeded in raising the level of awareness about the needs of higher education and generate more money rather than less."

Competition between public and private institutions, heightened by the economic difficulties of many states, may be eased when the economy improves, says Allan W. Ostar, president of the American Association of State Colleges and Universities.

One of the less negative results of hard times, Mr. Ostar says, has been a trend toward cooperation between public and private institutions, "sharing facilities and working together to make maximum use of the resources."

"There is no question that rather significant inroads have been made by public institutions' getting private support," says Gary H. Quehl, president of the Council of Independent Colleges. Private colleges, he says, are interested only in "trying to maintain the gains in public money that goes to private students."

"American higher education is probably the only American industry in which one sector is expected to compete with the other at a four-to-one disadvantage," he says.

The average tuition rate for private colleges and universities is 4.1 times as high as the average tuition rate at public institutions of higher education this year, according to the College Scholarship Service. The ratio is unchanged from 10 years ago.

Mr. Quehl praises an agreement—"almost a pact"—among officials of higher education's national organizations in Washington that "we are not going to make the case for one sector on the backs of another sector."

"From our standpoint," says Dale Parnell, president of the American Association of Community and Junior Colleges, "we think there is more cooperation than there has ever been."

"Under pressure you have to figure out how to do things better and a lot of times that means coalitions and consortiums. I'm seeing a lot more of that today than I have ever seen."

In local areas, he says, "there is always competition" for the decreasing number of people of college age, but it is not a "public-private problem."

While many private liberal-arts colleges are struggling to maintain their enrollments, he says, "private proprietary institutions have never had more students or made more money."

'Our Own Worst Enemies'

Cornell University's President Rhodes views the public-private competition from the unusual perspective of an institution that has four of its 12 schools and colleges supported by the state and the rest privately endowed.

In a speech at a spring meeting of the Association of Governing Boards of Universities and Colleges, Mr. Rhodes said:

"I fear that we are now becoming our own worst enemies: I fear that higher education may emerge from the current period of stress substantially less diverse, less credible, and less vital unless, together, we reaffirm the strength of our dual system and rededicate ourselves as ambassadors of higher education as a whole."

Christopher C. Fordham, III, chancellor of the University of North Carolina at Chapel Hill, blames economic pressures for "a new tension" in the competition between public and private institutions.

Writing in the newsletter of the National Association of State Universities and Land-Grant Colleges, Mr. Fordham says:

"In North Carolina and the Southeast, as well as nationally, private institutions are lobbying heavily, vigorously, and often effectively for state funds at the very time when public institutions are suffering because of inflation, recession, and both federal and state shortfalls.

"While claiming the lion's share of private funding from corporations, foundations, and individuals, the private institutions now seek further to undergird their budgets with tax funding. . . .

"This comes at a time when state institutions cannot pay their bills because of inadequate monthly alloca-

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News Summary

Articles on inside pages

D-Q University, an embattled American Indian college in California, may soon lose the title to the property on which its campus is located. Story on Page 2.

Community colleges received a larger share of their financial support from state funds in 1981-82 than in the previous year. Story on Page 8.

College football may be televised on Saturday nights if a "marketing concept" being considered by the College Football Association goes forward. Story on Page 19.

The football program at the University of Arizona has been put on two years' probation by the National Collegiate Athletic Association. Story on Page 19.

In addition to teaching an academic curriculum, many faculty members today must help students learn how to learn. Story on Page 25.

Boston will always be a college town—but it also has plenty of other things to recommend it, from the Boston Symphony to the Boston Red Sox. Story on Page 26.

The 1970's may have more in common with the 1960's than we realized, according to a new book by Peter Clecak. Story on Page 29.

The French government last week submitted to Parliament its proposal for the reform of higher education, while student protests continued. Story on Page 23.

Foreign faculty members who were expelled from the occupied West Bank have returned to their jobs there after signing a revised version of a controversial work-permit application. Story on Page 23.

ALSO IN THIS ISSUE

Athletics	19-21
Books	29-31
Bulletin Board	37-63
Calendar of Events	34-36
Deadlines	36
Deaths	34
Fact-File	8
Gazette	34
Grants	34
International News	23-24
Letters	32-33
Marginalia	2
News in Brief	2-3
Personal & Professional	25-28
Point of View	64
Washington News	9-18

AVE!

GREGORY O. JONES

As others file out after commencement exercises at the University of Colorado, two stay behind to share their feelings about the event.

Tax Exemption Denied Schools Practicing Bias

Supreme Court rejects plea of Bob Jones U.

By CHERYL M. FIELDS

WASHINGTON

Tax exemptions cannot be granted to schools and colleges that violate "fundamental public policy" by practicing racial discrimination, the Supreme Court ruled last week.

The 8-to-1 ruling rebuffed the Reagan Administration's contention that no law explicitly authorizes the Internal Revenue Service to deny tax exemptions to such institutions. It upheld circuit-court rulings that the Internal Revenue Service had not overstepped its authority in denying Bob Jones University and Goldsboro Christian Schools tax exemptions and tax deductibility for their donors' contributions.

Both the university, which bars interracial dating and marriage, and Goldsboro Christian Schools, which admit no blacks, cited religious grounds for their restrictive policies.

But the Court said the government's overriding interest in eliminating race discrimination in education far outweighed any financial burdens imposed on the institutions in the exercise of their religious beliefs.

In response to the ruling, officials at Bob Jones University lowered the U.S. and state flags on their Greenville, S.C., campus to half mast. The action, they said, symbolized the Court's "murdering of religious freedom."

"I fear for this country and for my chil-

Continued on Page 10, Column 1

Excerpts from the Supreme Court opinions on tax exemptions and racial discrimination begin on Page 10. Also in this issue:

- A federal appeals court has upheld North Carolina's college desegregation plan. Story on Page 9.
- President Reagan's three nominees to the U.S. Commission on Civil Rights are under attack. Story on Page 9.

Growth in State Funds for Colleges Expected to Slow Further in 1984

By JACK MAGARRELL

WASHINGTON

A survey of the fiscal condition of the 50 states strongly indicates that for them—and for higher education—the recession is not over.

In the coming year, the increase in state appropriations for higher education may be even smaller than the current year's increase. The latest financial survey of the states shows they expect the rise in spending in fiscal 1984 to be even more constrained than this year's: 5.5 per cent.

State spending in fiscal 1983 is up an estimated 6.2 per cent, and higher education has received a proportionate share of the increase. Even so, it was the smallest one-year increase in state funds for colleges and universities in more than 20 years.

The survey findings, announced last week, are based on data compiled this spring by the National Governors' Association and the National Association of State Budget Officers. State appropriations account for about 30 per cent of all spending by colleges and universities, public and private.

The effect of the tightening limits on state spending may be softened by a slowdown in the inflation rate. Since last June the Consumer Price Index has increased at

Continued on Page 6, Column 1

'Wave of Reform' in Education Must Start with Schoolteachers, UCLA Dean Says

By BEVERLY T. WATKINS

NEW YORK

If it is to succeed, "the wave of reform" that is beginning to break over American education must begin with local schoolteachers and bring changes in present curricular and teaching practices, says an educational researcher who conducted a seven-year study involving more than 1,000 classrooms.

"We are trying to recreate in 1983 the kind of reform that Sputnik created in 1957," said John I. Goodlad, dean of the Graduate School of Education at the University of California at Los Angeles. "We may be able to do that, but the question is, Can we do it any better this time? As we go into this reform movement, we are more devoid of ideas than ever before."

The recent reports by the National Commission on Excellence in Education and

Continued on Page 7, Column 1

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2-Year Colleges Found Getting More State Funds

WASHINGTON

Two-year colleges received a larger share of their total financial support from state funds and a smaller share from local governments in 1981-82 than they did in the previous year, according to a new survey.

A study of community-college finances undertaken by the National Association of College and University Business Officers found that the median percentage of appropriations from the state had increased from 53.7 per cent in fiscal 1980-81 to 54.6 per cent in fiscal 1981-82.

In the same period, the median percentage of revenue from local governments decreased from 12.8 per cent to 12.2 per cent.

Median total revenues from appropriations to the community colleges amounted to almost 69 per cent for each of the two years.

The annual financial survey also found that revenue from tuition and fees accounted for a greater share of the budget last year.

The total of the two increased from a median of 16.7 per cent in 1980-81 to 17.4 per cent.

Spending $3,000 per Student

Revenues from gifts, grants, and contracts from public and private sources decreased from a median of 8 per cent to 7.6 per cent.

The median amount of total revenues per student increased from $2,878 in 1980-81 to $3,114 last year, the study found, while the median amount spent per student increased from $2,739 to $3,002.

The survey, which was based on data from 442 community and junior colleges, has been conducted every year since 1977-78 by the association of business officers, in cooperation with the American Association of Community and Junior Colleges, the Association of Community College Trustees, and the National Center for Education Statistics.

Other findings from the current survey indicated that half the institutions had continued to spend more than 60 per cent of their operating budgets on the academic areas of instruction, support, research, and public service.

65 Pct. for Academic Budgets

About one-quarter of the colleges spent more than 65 per cent of their operating budgets on academic matters. A small proportion of the budgets went for research and public service.

Half the colleges spent more than 36 per cent of their budgets on the administrative areas of student services, institutional support, and plant operation and maintenance in 1981-82—a decrease from 37 per cent the year before.

In 1981-82 half of the community colleges enrolled one in every 19 people in their service areas in either credit or noncredit courses, the survey found.

One-quarter of the institutions enrolled one in every 11 people.

Half of the colleges had a full-time-equivalent student-faculty ratio of 19 to 1, while one-quarter of the institutions maintained a ratio of 15 to 1.

■ COMPARATIVE FINANCIAL STATISTICS FOR PUBLIC COMMUNITY AND JUNIOR COLLEGES 1981-82 (National Association of College and University Business Officers, One Dupont Circle, Washington 20036; $25 each for members of the sponsoring associations, $30 for nonmembers).

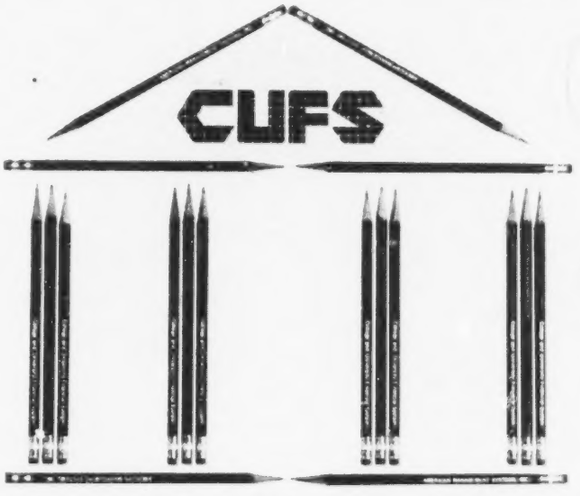
FACT–FILE

Financing of Public Community Colleges, 1981-82: Where the Money Came From and How It Was Spent

	Enrollment under 5,000		Enrollment 5,000 to 15,000		Enrollment over 15,000		All institutions, 1980-81		All institutions, 1981-82	
	Median per student*	Per cent of total	Median per student*	Per cent of total	Median per student*	Per cent of total	Median per student*	Per cent of total	Median per student*	Per cent of total
Expenditures										
Total educational and general	$3,208	100.0%	$2,885	100.0%	$2,965	100.0%	$2,739	100.0%	$3,002	100.0%
Academic	1,833	59.4%	1,718	60.6%	1,824	63.3%	1,635	61.2%	1,800	60.8%
Instruction and research	1,567	49.5%	1,417	51.0%	1,534	52.8%	1,366	50.9%	1,517	50.9%
For credit instruction*	1,537	48.1%	1,371	49.1%	1,400	48.7%	1,305	48.0%	1,434	48.6%
For noncredit instruction**	—	0.2%	—	1.0%	—	1.5%	—	1.4%	—	0.6%
Public service	0	0.0%	3	0.1%	4	0.2%	4	0.1%	2	0.1%
Academic support	264	8.0%	228	8.3%	267	9.0%	215	8.2%	248	8.3%
Support services	1,158	37.6%	1,066	36.8%	1,049	35.3%	1,013	36.9%	1,085	36.4%
Student services	284	8.5%	246	8.1%	263	8.6%	237	8.6%	262	8.5%
Institutional support	464	15.6%	407	14.8%	427	13.6%	404	15.1%	425	14.6%
Plant operation and maintenance	389	12.7%	353	12.4%	358	12.1%	332	12.0%	368	12.3%
Utilities	130	4.4%	112	4.0%	118	3.7%	106	3.7%	121	4.0%
Other	239	7.9%	226	8.4%	237	8.0%	217	8.1%	235	8.1%
Scholarships and fellowships	47	1.6%	36	1.3%	35	1.1%	36	1.3%	37	1.3%
Revenues										
Total revenues (current fund, excluding auxiliaries)	$3,298	100.0%	$3,004	100.0%	$3,049	100.0%	$2,878	100.0%	$3,114	100.0%
Tuition and fees	535	15.9%	502	17.6%	632	19.7%	475	16.7%	553	17.4%
For credit instruction*	519	15.4%	477	17.0%	596	18.3%	447	15.7%	526	16.7%
For noncredit instruction**	—	0.1%	—	0.7%	—	1.0%	—	0.5%	—	0.5%
Appropriations	2,324	68.9%	2,060	69.7%	2,066	68.1%	1,961	68.6%	2,171	68.9%
Federal	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
State	1,711	53.1%	1,620	59.6%	1,527	51.6%	1,495	53.7%	1,608	54.6%
Local	217	5.3%	391	12.4%	452	17.2%	352	12.8%	374	12.2%
State and local combined	2,276	67.5%	2,021	68.8%	2,028	67.1%	1,928	67.9%	2,121	67.7%
Gifts, grants, and contracts	269	8.6%	212	7.4%	229	7.0%	223	8.0%	227	7.6%
Federal	156	4.6%	103	3.7%	125	4.3%	127	4.7%	126	4.1%
State and local	36	1.0%	34	1.1%	45	1.4%	33	1.2%	38	1.2%
Private	1	0.0%	5	0.2%	2	0.1%	1	0.1%	3	0.1%
Other revenues (excluding auxiliaries)	110	3.1%	95	3.1%	121	4.0%	92	3.4%	107	3.3%

— Data not available
* Based on number of full-time-equivalent students enrolled for credit
** Based on full-time-equivalent students enrolled in noncredit courses

SOURCE: NATIONAL ASSOCIATION OF COLLEGE AND UNIVERSITY BUSINESS OFFICERS



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